

FIG. 1B

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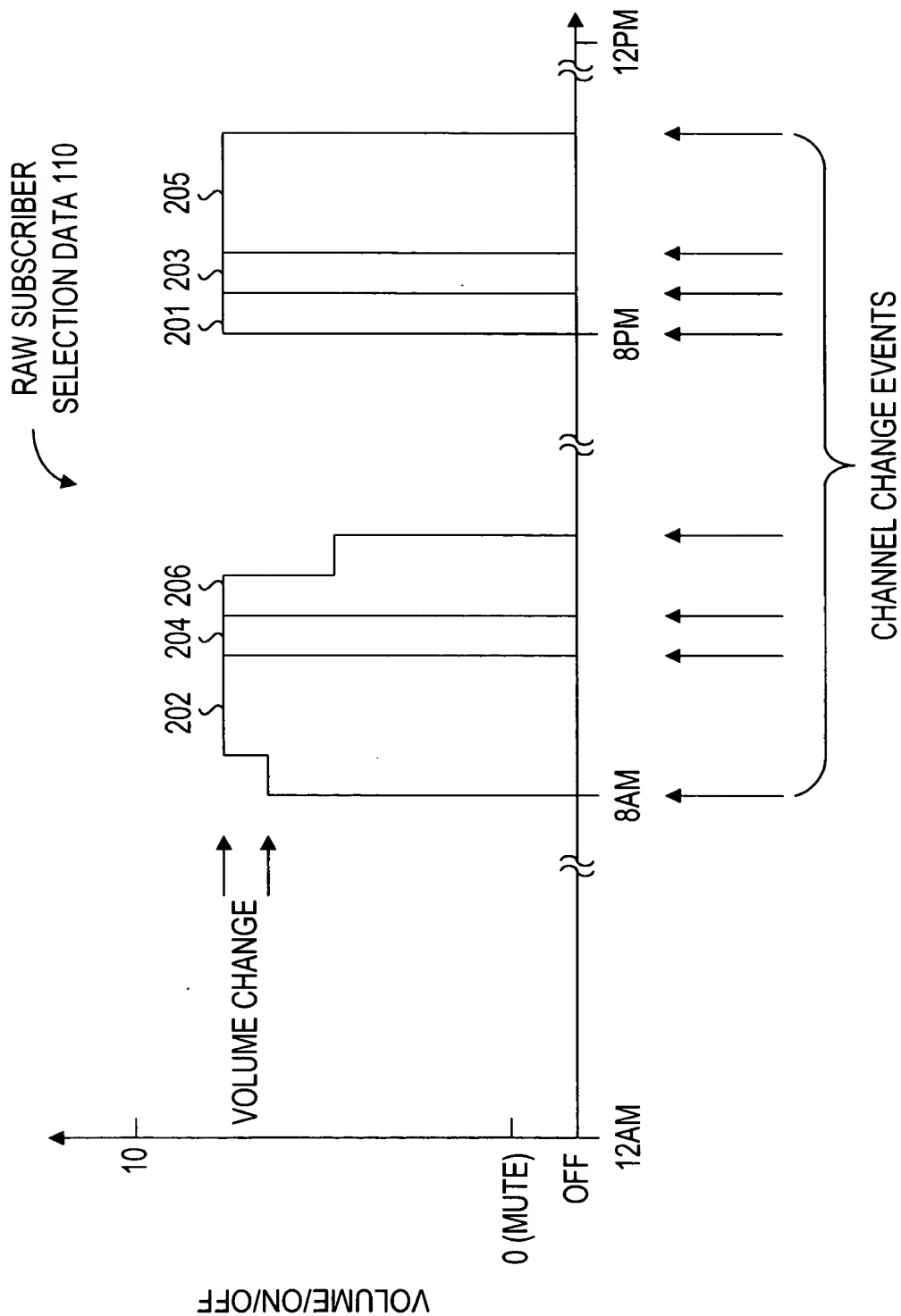


FIG. 2

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302	304	303	301
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13		5/10
08:03:25AM	13		6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09		5/10
06:17:25PM	09		5/10
06:28:10PM	09		5/10
06:30:07PM	52		5/10
⋮			

FIG. 3A

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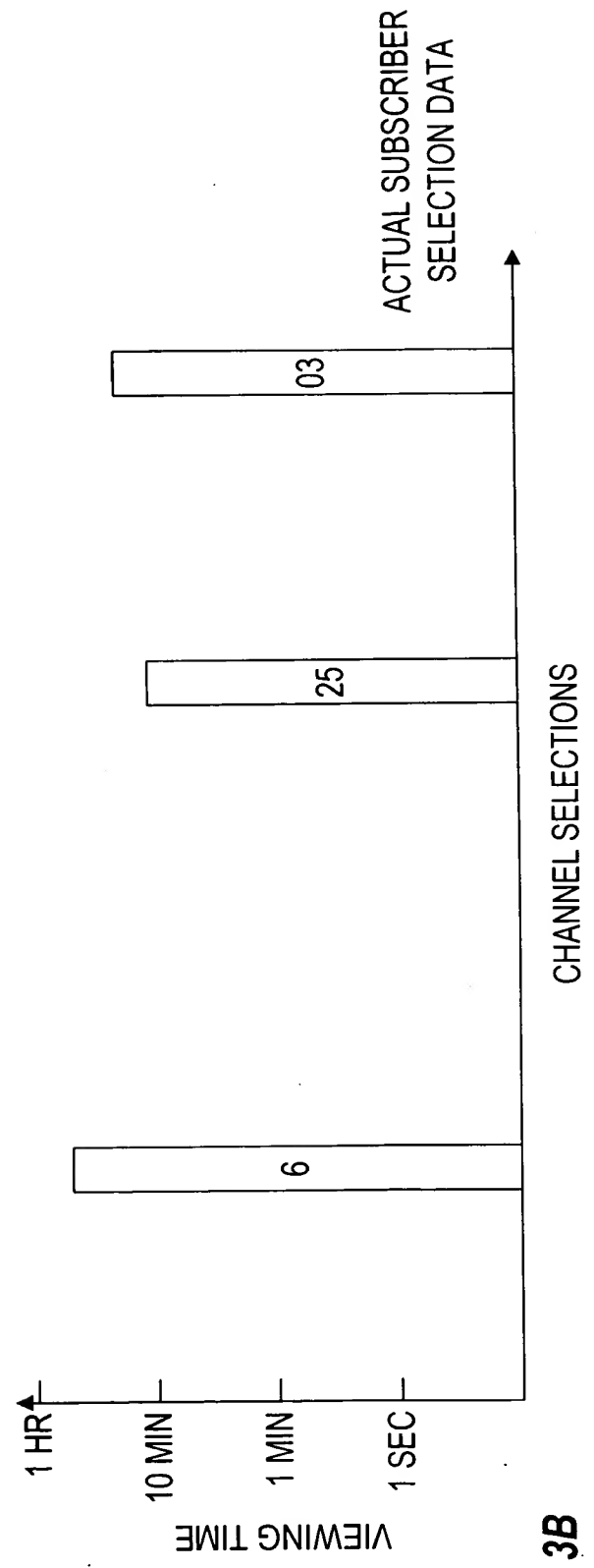
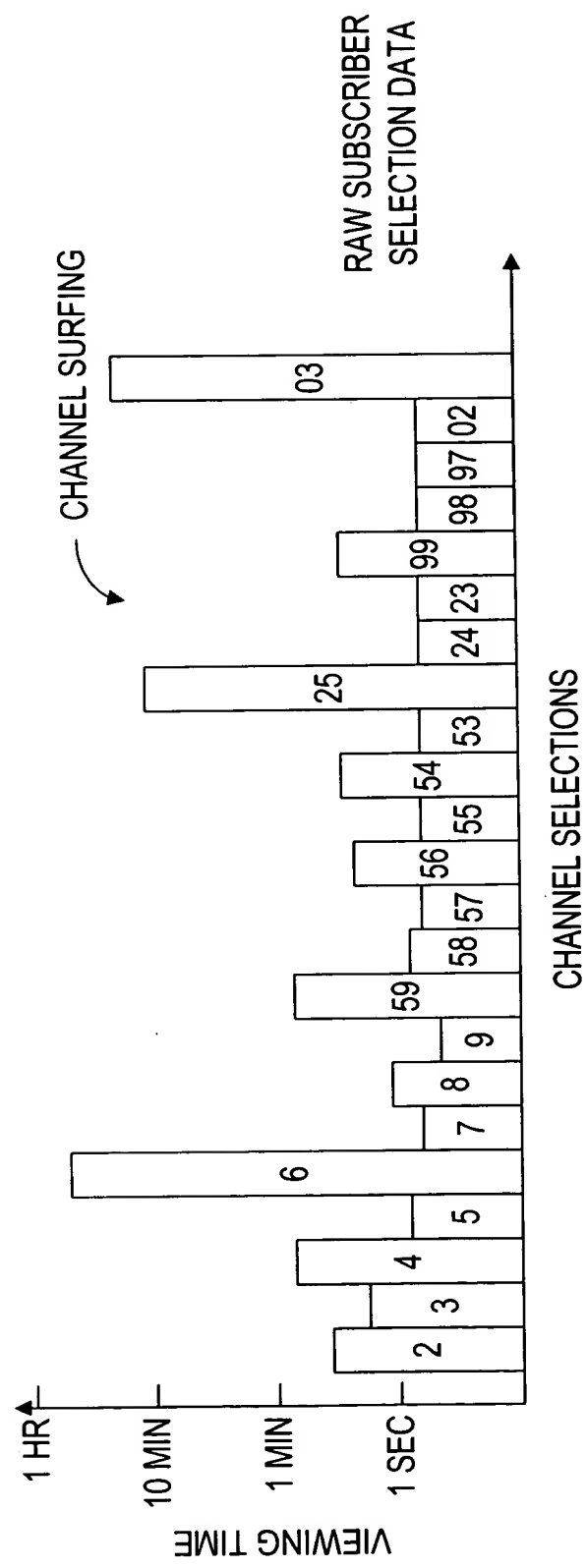


FIG. 3B

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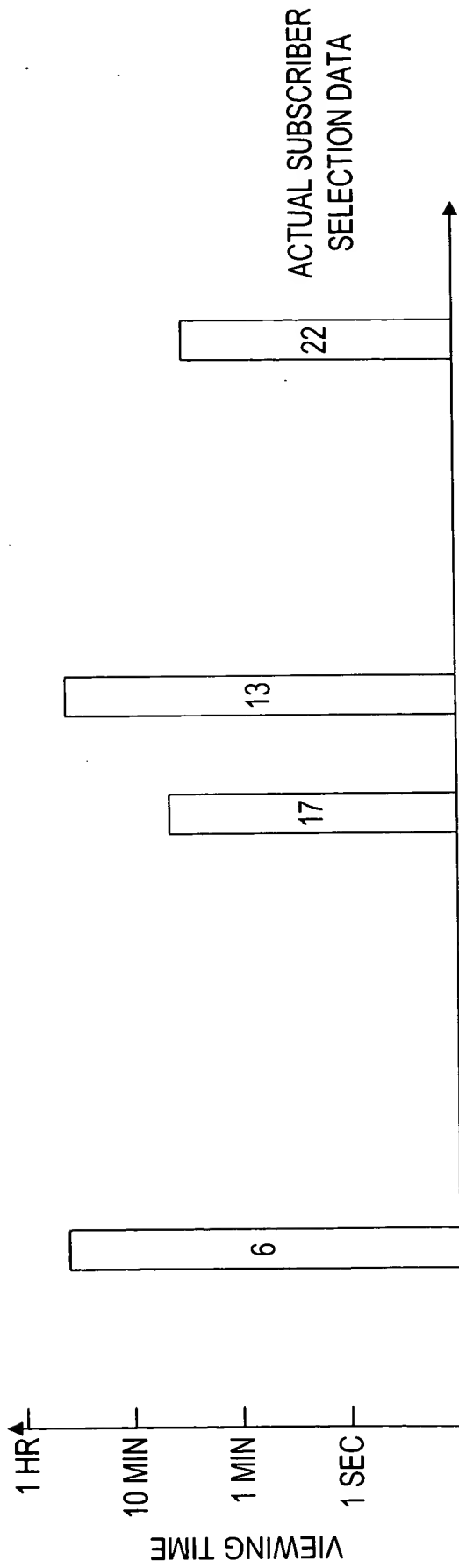
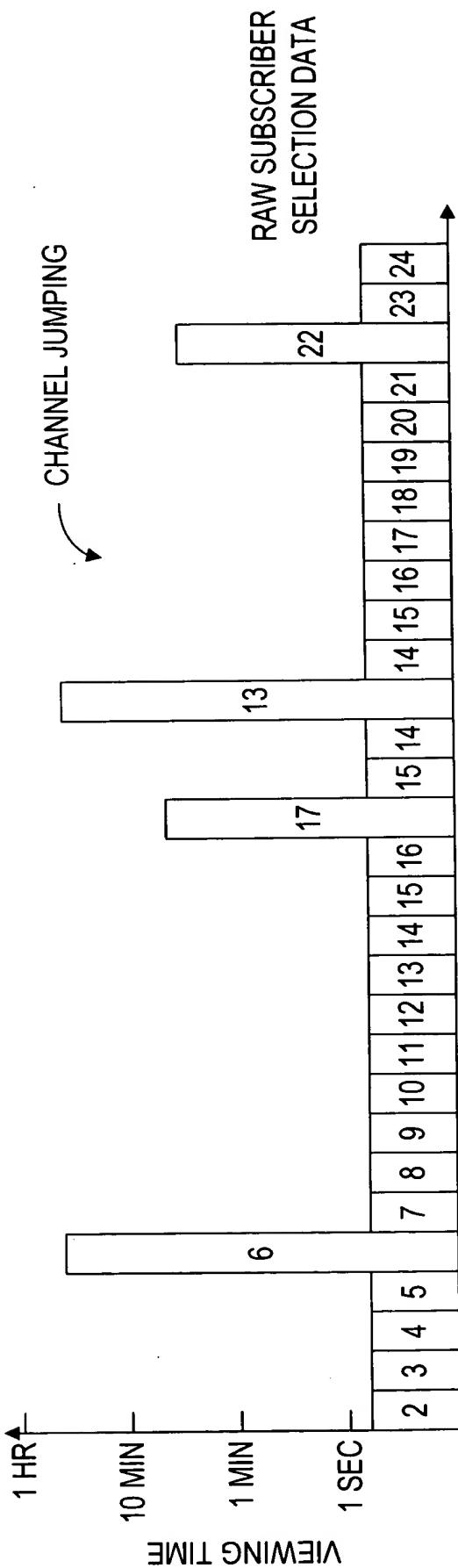


FIG. 3C

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TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 4

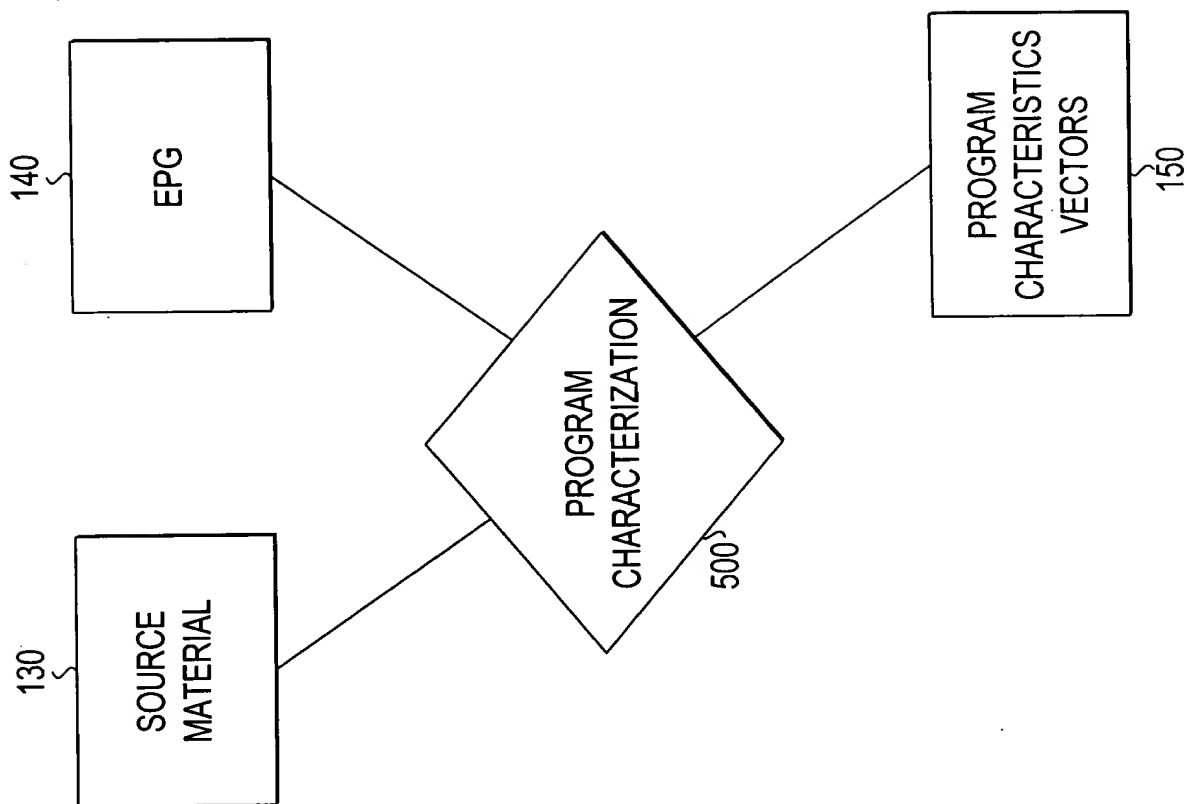


FIG. 5A



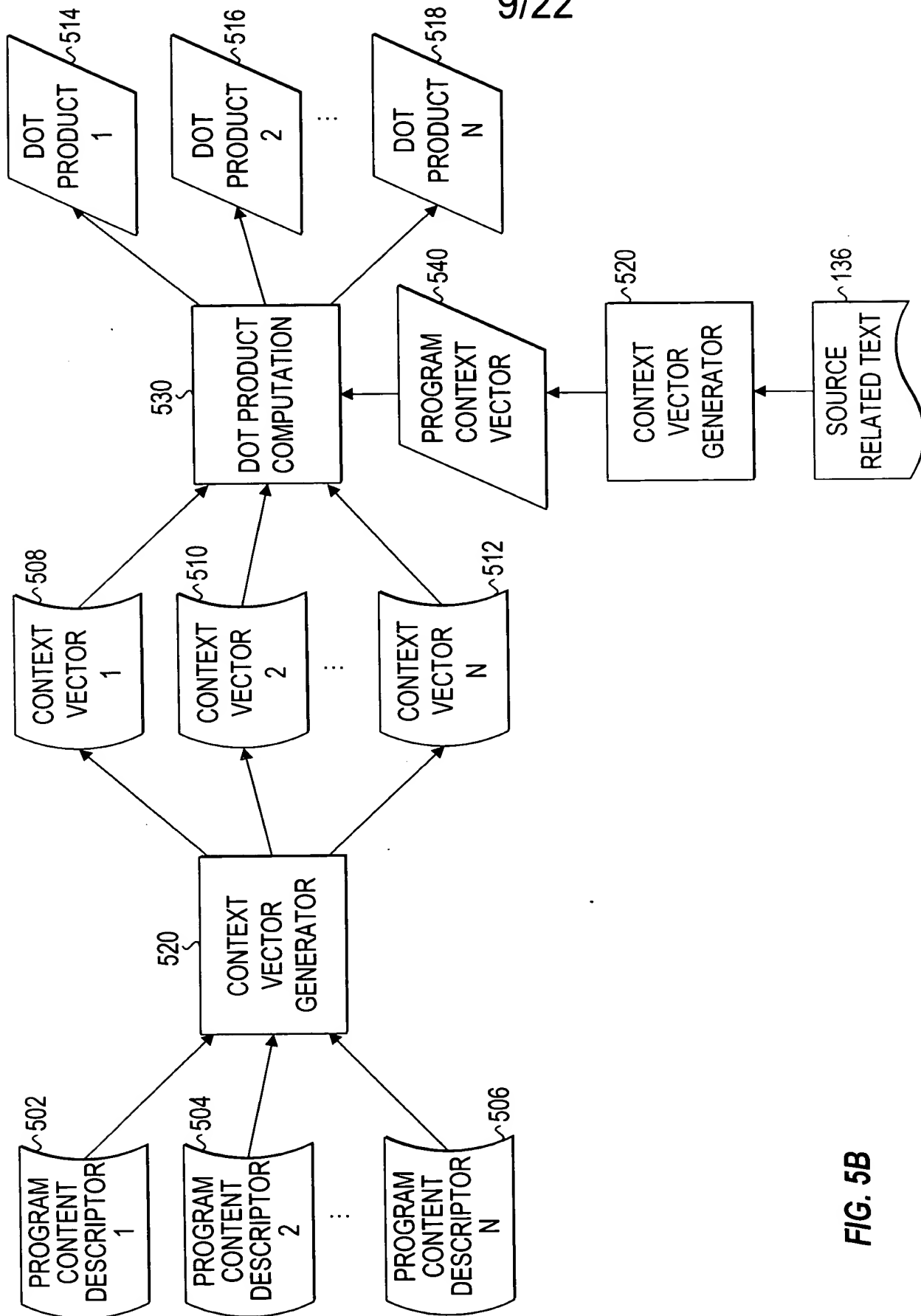
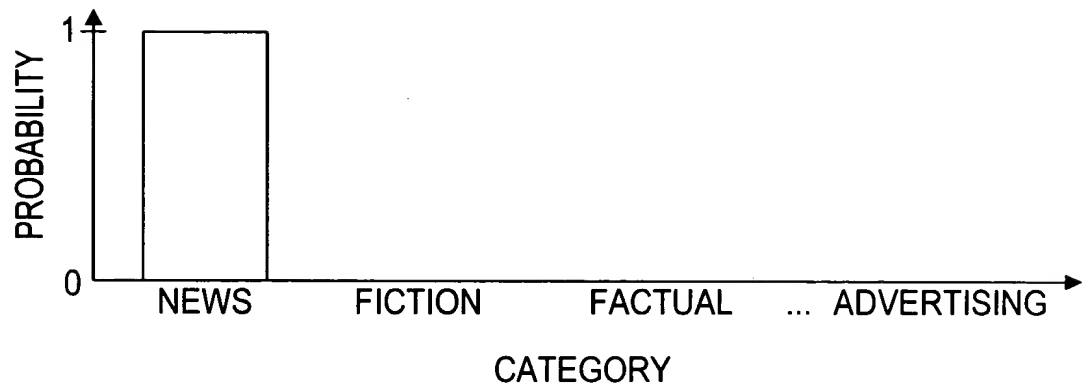
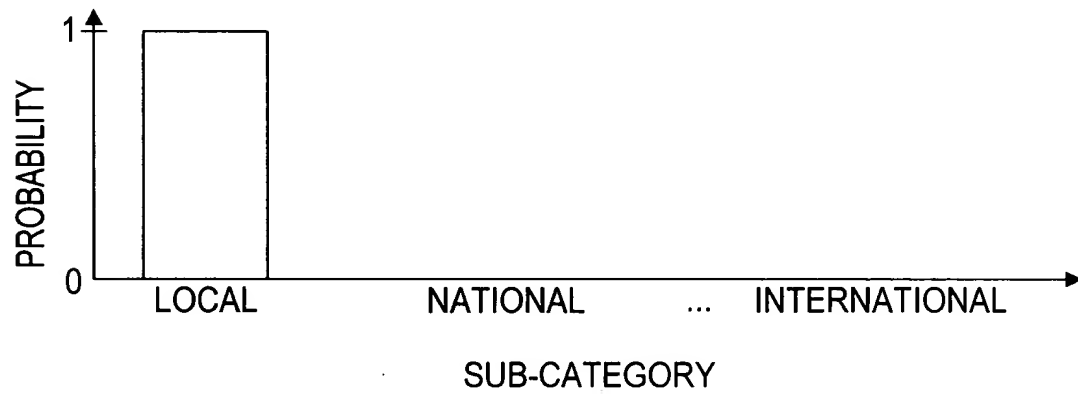


FIG. 5B

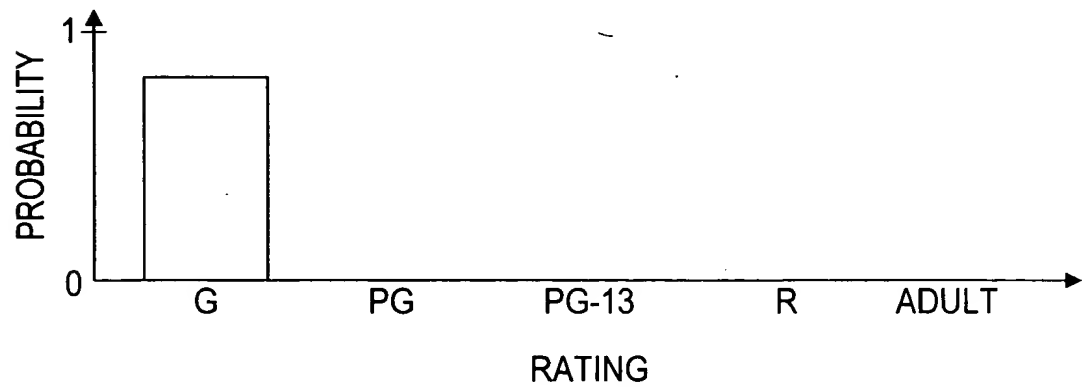
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**FIG. 6A**



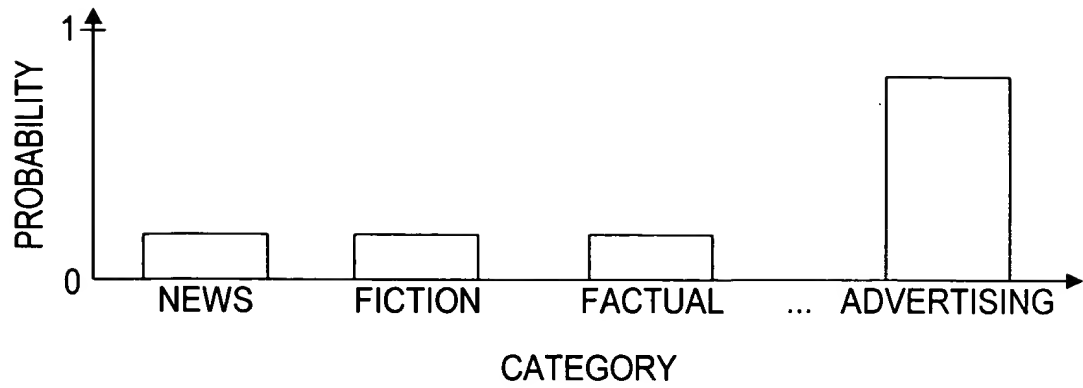
**FIG. 6B**



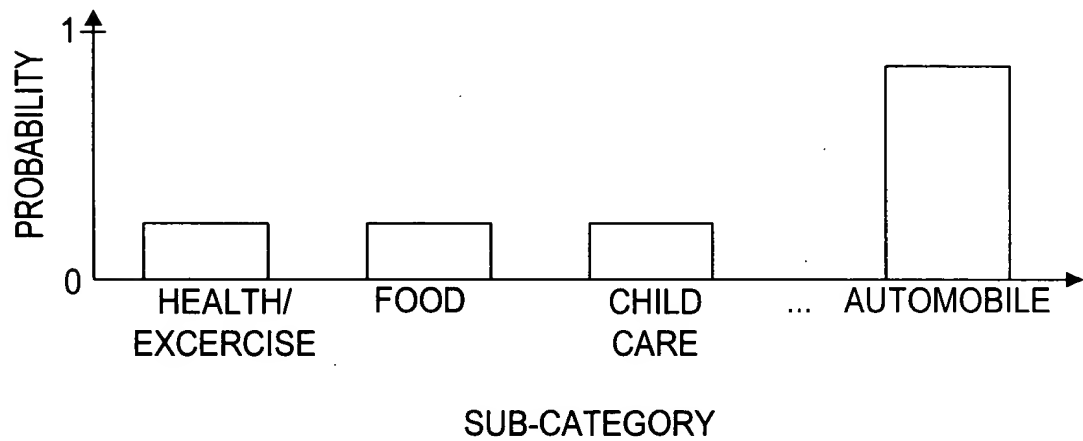
**FIG. 6C**

001221" 40524260

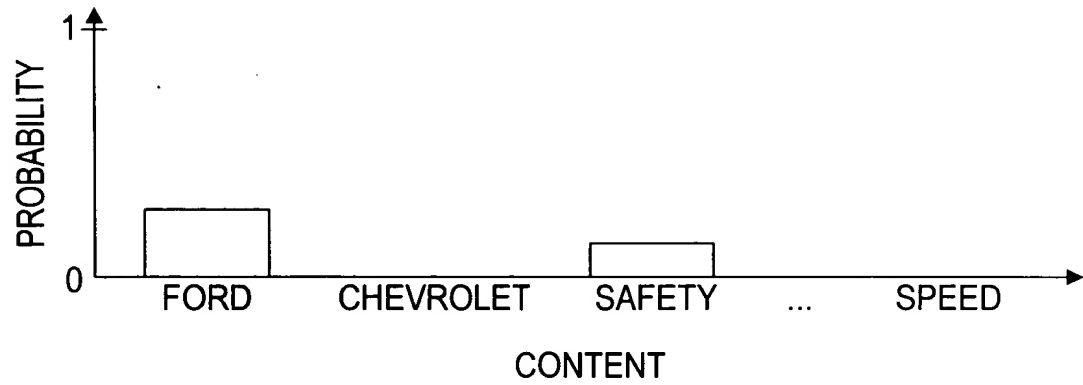
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**FIG. 6D**



**FIG. 6E**



**FIG. 6F**

001221" 20524260

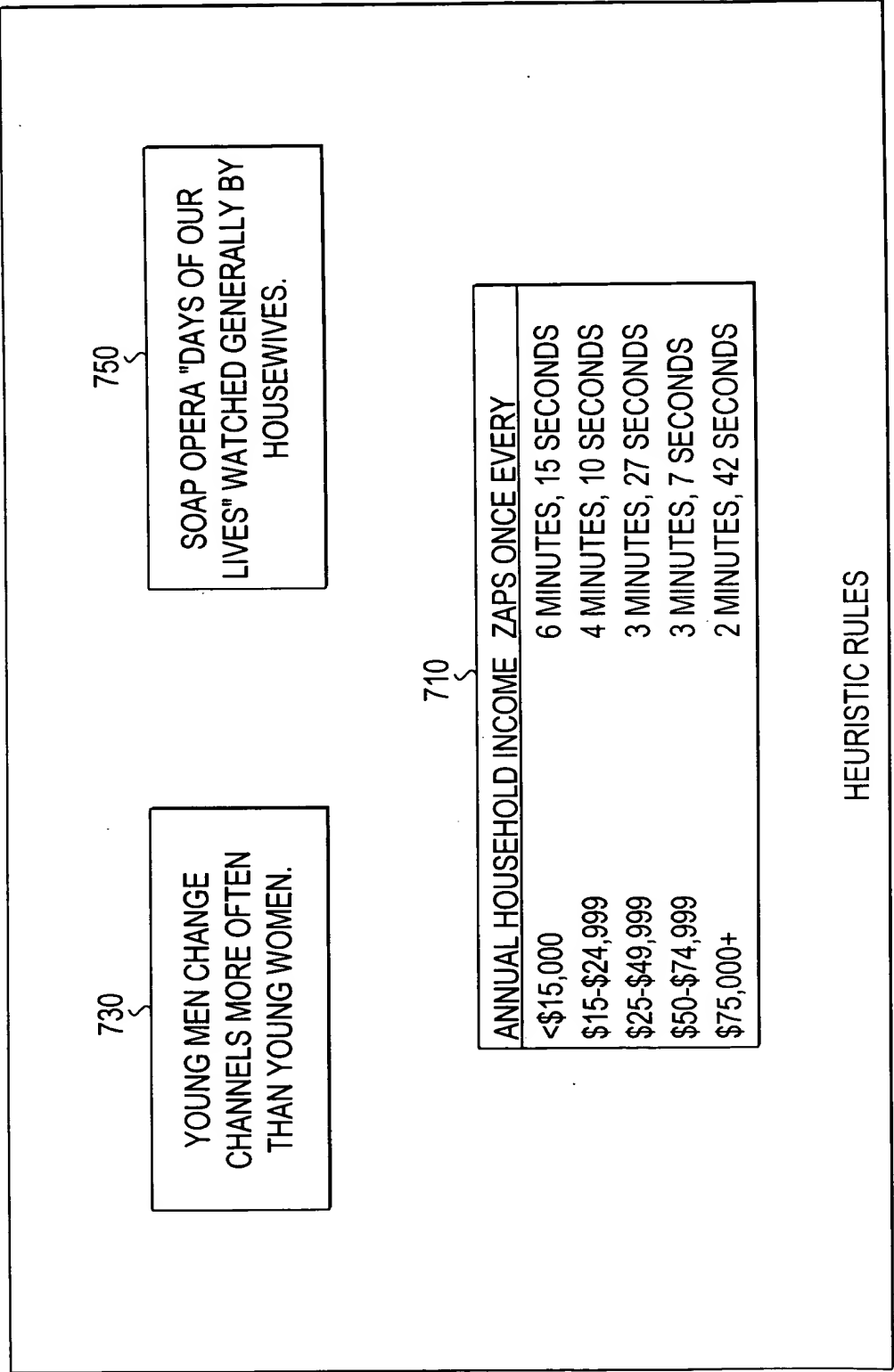
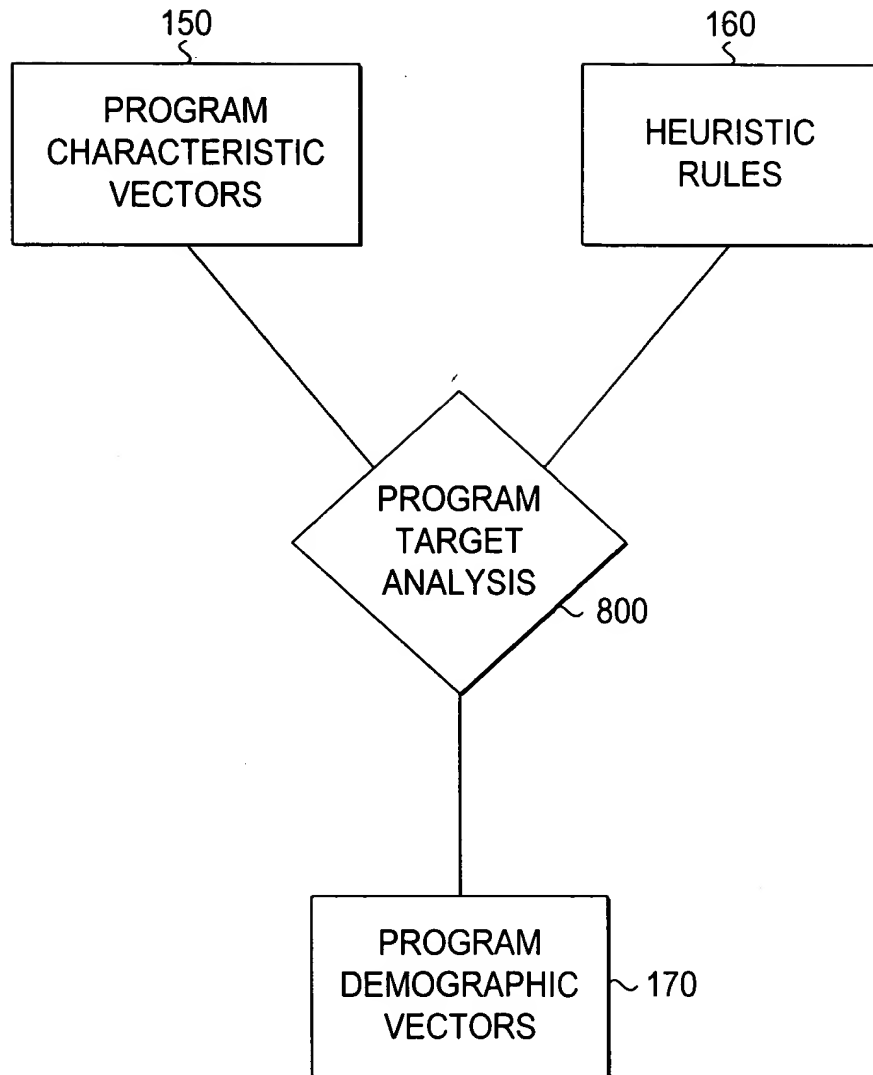


FIG. 7A



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**FIG. 8**

001221" 20524260

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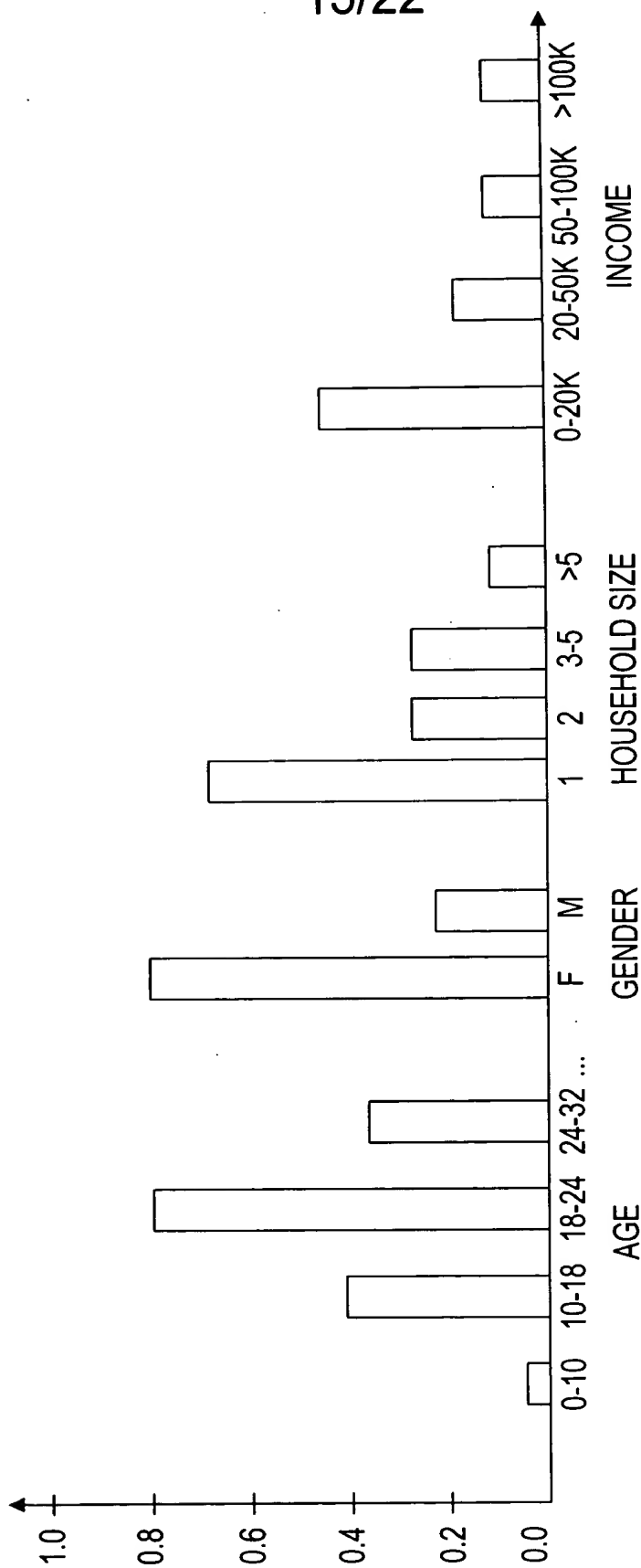


FIG. 9

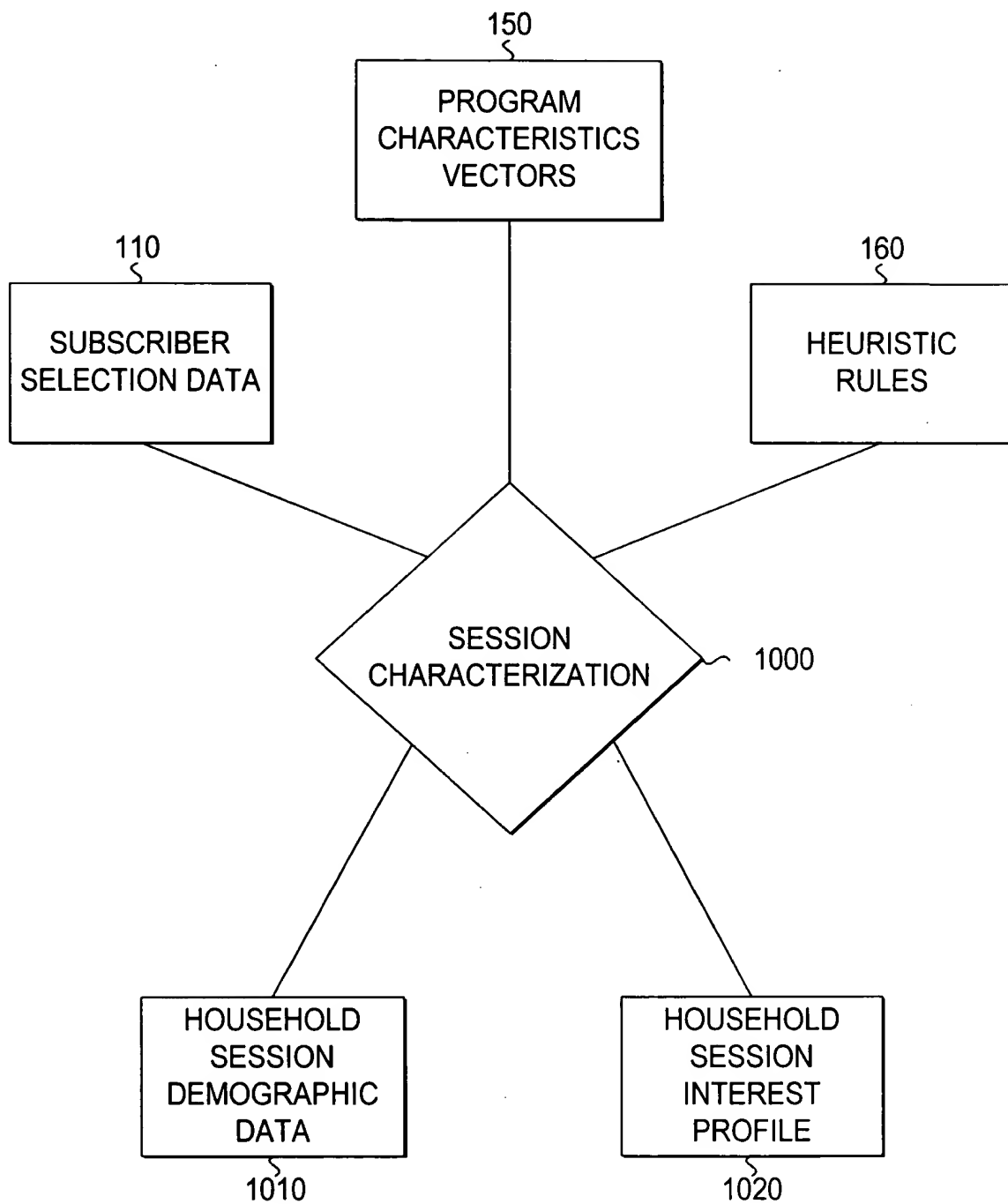


FIG. 10



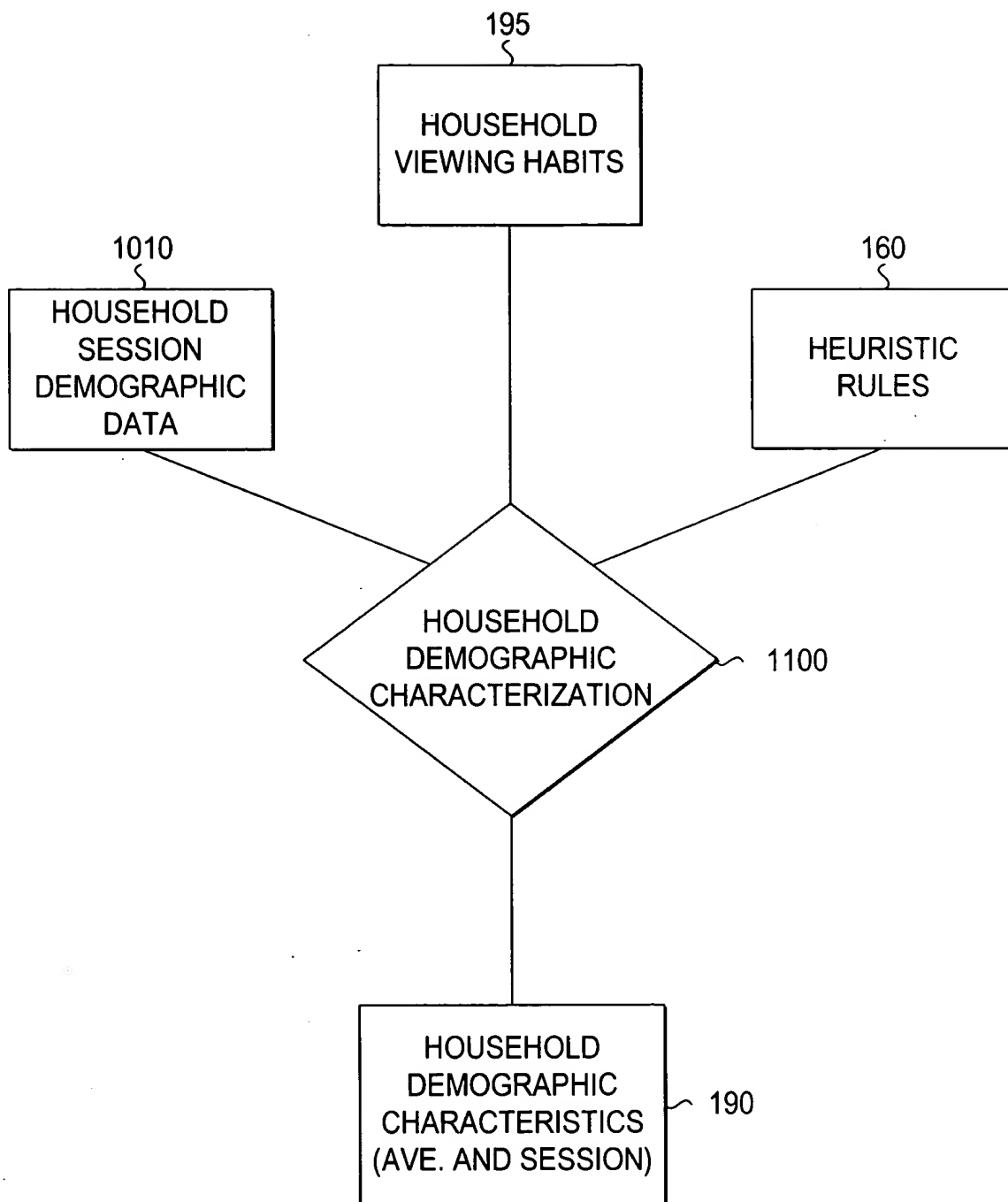


FIG. 11

00742507 "122100

**FIG. 12**

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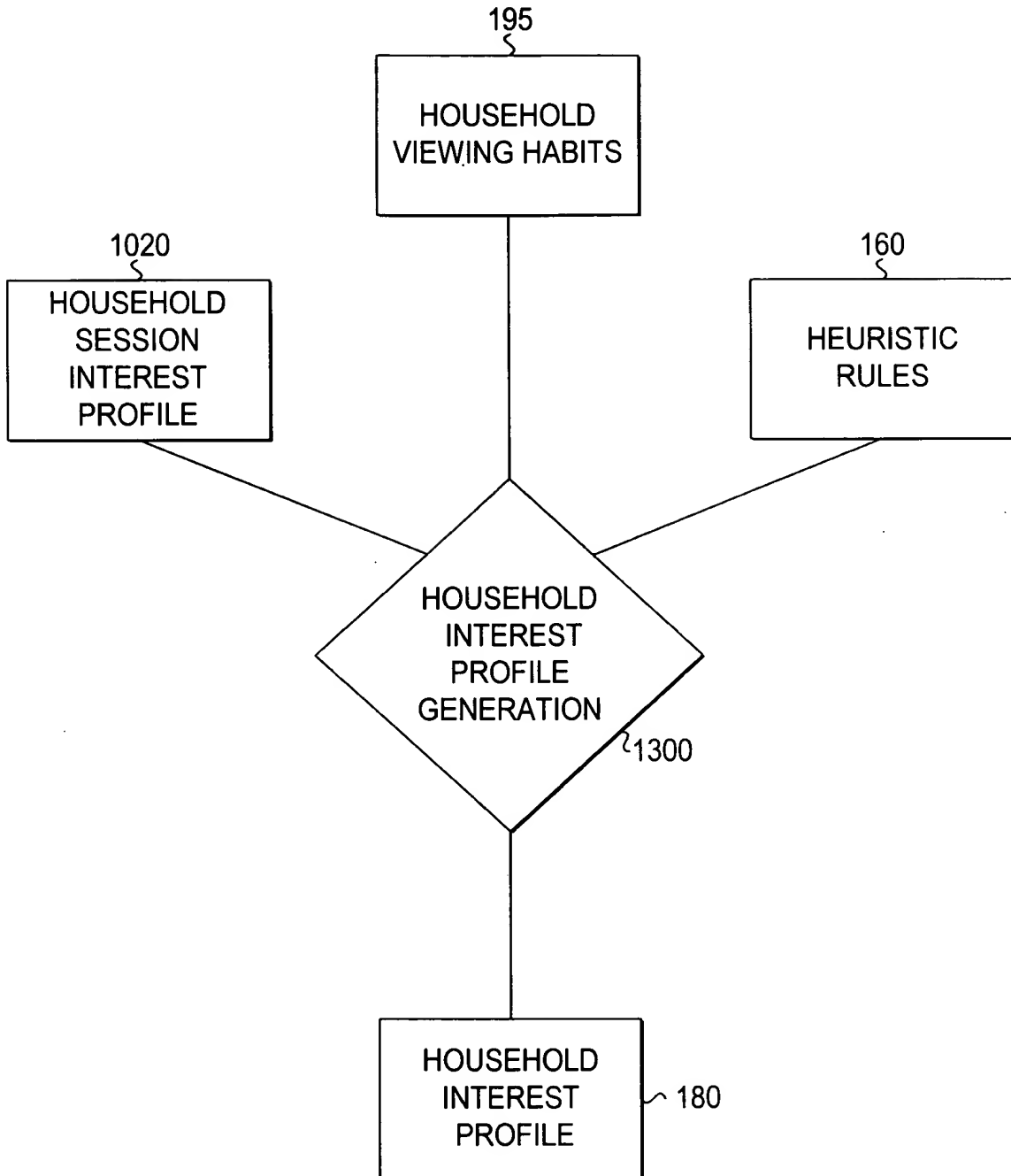


FIG. 13

001221 20524260

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		1401 S	1403 S	1405 S
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1409	PROGRAMMING	DRAMA ROMANCE ACTION SITCOM ⋮ SPORTS	0.1 0.1 0.6 0.2  0	0.20 0.20 0.25 0.30  0.05
1407	PRODUCTS	HEALTH/EXCERCISE FOOD CHILD RELATED TOYS ⋮ AUTOMOBILE	0.6 0.3 0.0 0.0  0.1	0.2 0.4 0.1 0.1  0.2

FIG. 14

0942507 122100

CURRENT TIME: 20:00		1508	1506	1508	1510	1512	1514	1516	1500
		1508	1508	1508	1510	1512	1514	1516	1500
CHANNEL #	CHANNEL NAME	20:00	21:00	22:00	23:00				
2	A&E	PHANTOM OF THE OPERA	BIOGRAPHY	AMERICAN JUSTICE	INVESTIGATIVE REPORTING				
4	CBS	NIGHTLY NEWS	JUST SHOOT ME	FRASIER	THE LATE SHOW				
6	NBC	NBC NEWS	BUFFY THE VAMPIRE	FOOTBALL	DAVID LETTERMAN				
10	ABC	ABC NEWS	DREW CAREY SHOW	WHO'S LINE IS IT?	MOVIE TIME				
12	FOX	ALLY MC BEAL	THE SIMPSONS	SEINFELD	FRASIER				
14	DISCOVER	VISITING GREECE	THE BAHAMAS	BRAZIL	THE PYRAMIDS				
		1502	1502	1502	1502				

FIG. 15

1600

1606

CURRENT TIME: 20:00

#	CHANNEL	20:00	21:00	22:00	23:00
14	DISCOVER	GREECE 1608	THE BAHAMAS	BRAZIL	THE PYRAMIDS
12	FOX	ALLY MC BEAL	THE SIMPSONS	SEINFELD	FRASIER
2	A&E	PHANTOM	BIOGRAPHY	AM. JUSTICE	INV. REPORTING
10	ABC	ABC NEWS	DREW CAREY	WHO'S LINE...	MOVIE TIME
6	NBC	NBC NEWS	BUFFY, VAMPIRE	FOOTBALL	D. LETTERMAN
4	CBS	NIGHTLY NEWS	JUST SHOOT ME	FRASIER	THE LATE SHOW

1602

FIG. 16